



**COMMUNITY APPEARANCE BOARD MEETING
CITY OF FORT LAUDERDALE
VIRTUAL MEETING
FEBRUARY 10, 2021 – 5:30 P.M.**

CITY OF FORT LAUDERDALE

Board Member

Attendance

Ed Murphy, Chair	P
Stephanie Tonsfeldt, Vice Chair	P
Herschel Diaz	P
Paul Lemire	P
Daniel Marcus	P
Joseph Piccolo	A
Michael Rigg	A
Paul Robinson	A
Jason Silver	P
Shirley Smith	P
Miguel Wright	P
Michael Yianilos	A
Paula Yukna	A
Sally Zubero	P
Lorrain O'Neil	P
Shawn Roberts	A

Also Attending

Safeea Ali, Staff Liaison
Mauricio Baquero, City Moderator
Crysta Parkinson, Prototype Inc. Recording Secret

Communications to the City Commission

None

I. Call to Order/Roll Call

The meeting of the Community Appearance Board [CAB] was called to order at 5:30 p.m. Roll was called, and it was determined a quorum was present.

II. Minutes of January 13, 2021

Motion made by Mr. Lemire, seconded by Ms. Zubero, to approve the minutes of the Board's January 13, 2021 meeting. The minutes were approved unanimously.

III. WOW Awards Discussion

Chair Murphy and Ms. Ali explained the awards for new Board members.

Ms. Tonsfeldt noted that they were struggling to nominate single-family homes due to the pandemic and suggested they could increase the number of business awards. She asked about creating a Facebook page for the CAB to recognize the award recipients, engage the community and encourage input. Ms. Ali was not aware of any other City boards with a Facebook page, but said the awards were featured on the City's social media pages. They must consult the City's social media policy.

Ms. Ali stated the City used five social media outlets: Facebook; Instagram; Nextdoor; Twitter and LinkedIn.

Mr. Diaz felt the Board should have its own social media to promote the Committee and its purpose. They could use it to recognize places and businesses.

Ms. Ali informed the Board that the City website had a page dedicated to the CAB and when they presented the awards, every recipient was highlighted on the page. They were also recognized on the City's social media.

Ms. O'Neil said she had taken the Choose954 Community Bike Ride, which toured the murals in downtown Fort Lauderdale, and she had spoken with Commissioner Sorensen about initiating this type of ride for Board members through the Districts while someone spoke about the homes. Commissioner Sorensen thought this was a great idea. Evan Snow, who promoted the Choose954 tour had indicated he would love to promote "our different cities within our City." Ms. O'Neil stated they could actually present the WOW awards during the tour. They could start the tour at one business they wanted to promote and end at another.

Chair Murphy thought this was a unique idea for the Board to present the award, since they were not having the meetings at City Hall. The first step was to get more applications. Ms. O'Neil agreed to start in Rio Vista, and hoped this could motivate others.

Ms. Ali said in the past, Board members had taken responsibility for speaking with the homeowners, getting 'before' and 'after' photos and doing a write-up on the work the owners had done on the property. With Covid, she did not want to pressure Board members to meet in-person with homeowners.

Chair Murphy asked Board members to send ideas to Ms. Ali and she would send a group email to all Board members. Next month, they could vote on awards. He said they still needed two homes in District 1, one in District 3 and 2 in District 4. He reminded Board members that they could go anywhere in the City to nominate a home.

Chair Murphy wanted to know that other district commissioners would be willing to participate. Ms. Ali said she would invite them.

Ms. Zubero had nominated Tammy Klinger in District 4. Chair Murphy had nominated Garin Whitney. Ms. O'Neil would put another District 4 property forward the following week. Then she would speak to Commissioner Sorensen again about visiting the property to present the award. Chair Murphy said other Board members could meet there for the presentation.

The Board discussed giving award recipient orchids and gift cards. Chair Murphy stated they would need 12 gift cards for all potential winners for the year. He suggested Board members make an effort this month to get restaurants to provide the gift cards, and noted this amounted to marketing for them. Ms. Ali stated in the past, they had given out gift cards only from restaurants and home improvement stores. She recalled that a former Board member had a relationship with Fresh Market and they had donated the orchids. She advised Board members to explore businesses with whom they already had a relationship to solicit sponsorship.

Ms. Tonsfeldt wanted to set some goals/deadlines. Chair Murphy agreed, and Board members agreed to speak to people who had already won and ask if they were amenable to accepting the awards at their homes. Ms. Ali agreed to then coordinate a ceremony with the district commissioner.

IV. Old/New Business

None

V. Adjourn

There being no further business to come before the Board, the meeting was adjourned at 6:33 p.m.